

Office of Traffic Safety

Minnesota Department of Public Safety

Informal Idea Solicitation for Federal 2013 Traffic Safety Projects

Background:

The Office of Traffic Safety (OTS) in the Minnesota Department of Public Safety receives funding from the National Highway Traffic Safety Administration (NHTSA) to develop, implement, and coordinate projects likely to decrease the number of traffic deaths and serious injuries through increasing seat belt use or decreasing impaired driving, speeding or distracted driving.

Each year the OTS submits to the NHTSA a Highway Safety Plan covering the work to be conducted with the funds received. The plan covers the federal fiscal year which begins on October 1 and ends on September 30. Projects included in the plan are data driven -- sizeable problems are identified. The strategies to address the identified problems must have been evaluated and found effective (from five to three stars in the *Countermeasures That Work* publication from the NHTSA which can be found at http://www.nhtsa.gov/staticfiles/nti/enforcement/pdf/Countermeasures_HS811258.pdf) or be well-thought, creative, and new strategies likely to work.

This informal solicitation process is being undertaken to provide OTS with the ideas of others to address traffic safety issues. If an idea received passes OTS' evaluation, the process does not guarantee that the idea originator would receive a grant or contract to implement it if doing so would be in conflict with the open and competitive process for awarding grants and contracts. Projects are to begin October 1 and end September 30 and new projects are usually one year in length; if the project absolutely requires more time the total can be no more than three years.

Instructions:

Complete the six sections that follow; use the last page of this document. There is a limit of two pages with normal type face (for example times new roman 12 point) and margins (at least one inch on top, left and right); shorter is preferred. Just sketch the idea out: please don't spend a great deal of time on this.

- **Proposer:** Basic information on proposing organization or individual
- **Problem Identification:** Discuss what problem you have identified and how many people are killed and seriously injured on Minnesota roadways (or whatever segment your project would reach) as a result of it.
- **Target Market:** Discuss who you would want and need to reach with your strategies. Include a description of the geographic area if it is limited and does not include or would not be open to the entire state.
- **Proposed Project Description:** Discuss the strategies and tasks to implement (what they are and who would implement each) and their relationship (if any) to *Countermeasures That Work*.

- Estimate of Funding Needed: Provide an estimated total dollar amount; provide for more than one year only if project cannot be completed in one year.
 - Explanation of Funding: Discuss how much of the funding will be used for what types of costs
- Although not part of the sections you are required to complete, keep in mind any project implemented would require at a minimum two additional sections on measureable objectives and an evaluation plan.

Projects are generally expected to be for \$150,000 or less; however, consideration will be given to projects with a higher budget if justified by the scope of the problem and of the project and the potential impact on deaths and serious injuries.

DUE DATE: by e-mail 4:00 PM, Wednesday, April 4th, 2012 to susie.palmer@state.mn.us.

E-Mail questions by 4:30 PM March 23 and completed idea proposals by 4:00 PM, April 4 to: Susie Palmer at Susie.palmer@state.mn.us. Late questions will not be answered and late submissions will not be evaluated. This is an informal solicitation to gather a large number of ideas; for that reason OTS has chosen to make it as generic and all encompassing as possible.

Answers to questions received will be posted on the OTS website at: <https://dps.mn.gov/divisions/ots/>

2013 Office of Traffic Safety Project Idea Solicitation	
Project Title:	
Agency/Person:	Contact Name:
Contact Telephone:	Contact E-Mail:

Problem Identification:

Target Market (including area covered):

Project Description:

Funding Needed: Year 1 \$ _ (If required to complete: Year 2 \$ _ Year 3 \$ _)

Explanation of Funding: